

Specification Amendments

Please make the amendments in the specification, without prejudice, as indicated below.

On page 7, for the paragraph commencing at line 20, please enter the following replacement paragraphs.

-- The subject invention provides for improved methods of disseminating advertising messages to consumers. In particular, the subject invention provides for methods for disseminating manufacturer coupons to a target consumer group. The method comprises packaging a product in a pouch container having associated therewith a manufacturer coupon pertaining to products or services other than the packaged product. The packaged product is a single-serve food product. The manufacturer coupon is redeemable by a consumer of the product and a member of a target consumer group. The manufacturer coupon also includes machine readable code associated therewith to facilitate automated processing of the coupon.

The packaged product is then packaged in a shipping carton. The shipping carton has a machine readable indicator assigned to the manufacturer coupon. The indicator is read and, in response thereto, the carton with the packaged product is shipped to consumer food service outlets associated with the target consumer group. The packaged single-serve food product and the manufacturer coupon thereby may be distributed to consumers and, in particular, members of the target consumer group.

The methods also utilize/comprise providing novel pouch packages for products that are constructed in accordance with the subject invention and selected from the groups consisting of any or all of the novel packages. The packaged product with the advertising message is distributed to a consumer outlet and then to consumers associated with the consumer outlet. Preferably, the product is a single-serve food product which is distributed to food service establishments. --

On page 9, please delete the paragraph commencing at line 4.

On page 45, at line 2, please enter the following replacement Abstract:

-- Improved methods of disseminating advertising messages to consumers are provided for. In particular, the subject invention provides for methods for disseminating manufacturer coupons to a target consumer group. The method comprises packaging a product in a pouch container having associated therewith a manufacturer coupon pertaining to products or services other than the packaged product. The packaged product is a single-serve food product. The manufacturer coupon is redeemable by a consumer of the product and a member of a target consumer group. The manufacturer coupon also includes machine readable code associated therewith to facilitate automated processing of the coupon. The packaged product is then packaged in a shipping carton. The shipping carton has a machine readable indicator assigned to the manufacturer coupon. The indicator is read and, in response thereto, the carton with the packaged product is shipped to consumer food service outlets associated with the target consumer group. The packaged single-serve food product and the manufacturer coupon thereby may be distributed to consumers and, in particular, members of the target consumer group. The methods comprise providing novel pouch packages for products that are constructed in accordance with the subject invention. The packaged product with the advertising message is distributed to a consumer outlet and then to consumers associated with the consumer outlet. Preferably, the product is a single serve food product which is distributed to food service establishments.

The novel pouch packages provided for by the subject invention comprise one or more flexible imprintable substrate sheets. The substrate sheets comprise collectively one or more pouch sections defining a sealed volume accommodating a product therein and a message section

~~providing a substrate on which a message may be imprinted. The pouch sections are provided on one or more of the substrate sheets. The messages section is provided on one of the same substrate sheets or another substrate sheet. The message section is connected to at least one of the pouch sections, but is separable from the pouch sections without compromising the integrity of the sealed volume. Thus, the advertising message may be removed from the sealed volume and viewed by a consumer. The novel pouch containers also include preferred embodiments having a manufacturer coupon imprinted on the message section that is redeemable by a consumer of the packaged product and that has imprinted thereon machine readable indicia to facilitate automated processing of the coupon. Preferably the machine readable indicia are a UPC bar code utilizing the UCC/EAN 128 Article Numbering System or another bar code.~~ --